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| Muhangi, a parking space owner in Kampala. | |
| **Sketch of the persona:** A tall, averagely fat brown guy around his mid 30’s. | **Name and Segmentation:** Micheal Muhangi, stays in Naalya- Kamuli ward and he enjoys going out. |
| **Interview Insights:**  “I hate dealing with uncooperative customers who act immature and end up delaying other customers in the queue.” | **Challenges:**   * Rudimentary data entry and storage with the use of books. * Overall control and classification of each parking section. * Untidy methods of updating & retrieving data within the records. * Reinforcement of security within the parking. |
| **Key challenge:**  Rudimentary data management and security of the vehicles. |  |

**Interview feedback from the parking lot owner.**

How is the design?

Response: The design

What could be your concerns?

How is the system feasible?